

AGENDA MEMO

CITY COUNCIL MEETING DATE: FEBRUARY 7, 2007

DEPARTMENT: PLANNING AND DEVELOPMENT

ITEM DESCRIPTION: ARC-18824 - APPLICANT: CENTENNIAL SIGN INC -

OWNER: JOSEPH SCALA

**** CONDITIONS ****

The Centennial Hills Architectural Review Committee (3-0 vote) and staff recommend DENIAL.

1. Conformance to the sign elevations and documentation as submitted and date stamped December 18, 2006 in conjunction with this request, except as modified herein.
2. All signage shall have proper permits obtained through the Building and Safety Department.
3. Waiver from the Town Center Development Standards to allow a pylon sign to exceed the maximum height of 24' by 76' feet for a total height of 100'.
4. Waiver from the Town Center Development Standards to allow for a reader board sign or EMU sign, where none are permitted.
5. Any additional signage for the development shall require an amendment to the Master Sign Plan, approved by the Centennial Hills Architectural Review Committee-Town Center (CHARC-TC).

**** STAFF REPORT ****

APPLICATION REQUEST

A) *Action Requested*

This is a request for approval of a Major Modification to an already approved Master Sign Plan (Z-0076-98(1)) to allow for a 100' tall pylon sign where 79' is the limit and to allow for a reader board sign on top of the pylon sign where none are currently permitted for Peoples GMC Auto Dealership located at 6401 N. Centennial Boulevard.

B) *Applicant's Justification*

The applicant states that due to the construction of an above grade southbound on-ramp to U.S. 95 the currently approved 79' high pylon sign would be partially blocked. In order to increase the profile of this dealership, a reader board (EMU) feature at the top of the pylon sign is also requested.

BACKGROUND INFORMATION

A) *Previous Actions*

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| 05/20/64 | The City Council approved an annexation (A-0003-64) of land generally located north of Cheyenne Avenue and west of Decatur Boulevard, containing approximately 10,136 acres, including the entire portion of the subject site. The effective date of this annexation was May 29, 1964. |
| 12/07/98 | The City Council approved a Rezoning (Z-0076-98) to TC (Town Center) of a 1,468-acre portion of the Northwest, including the entire portion of the subject site. The Planning Commission and staff recommended approval. |
| 02/02/99 | The City Council approved a Rezoning (Z-0076-98(1)) and an associated Master Sign Plan for the Centennial Centre Development to allow three 79' high pylon on property adjacent to the northeast of Centennial Boulevard and west of U.S. 95. |
| 07/26/00 | Planning & Development staff administratively approved a Site Development Review (Z-0076-98(8)) for a proposed auto dealership located at 6401 N. Centennial Boulevard. |
| 01/02/07 | The Centennial Hills Architectural Review Committee denied (3-0 vote) the request for a Waiver of the Town Center Sign Standards to raise the height of A PREVIOUSLY APPROVED Pylon Sign and to include a reader board sign. |

B) *Pre-Application Meeting*

11/29/06 At the pre-application conference, the applicant was informed of the Town Center Development Standards banning reader board (EMU) signage and that pylon signs have a height limit of 24'. The applicant was also informed that the Planning Commission and City Council had already approved three pylon signs to exceed the 24' height limit by 55' for a total height of 79'. The applicant was advised to provide reasonable justification in the required justification letter.

DETAILS OF APPLICATION REQUEST

A) *Existing Land Use*

Subject Property:	Undeveloped
North:	Undeveloped
South:	Undeveloped
East:	U.S. 95 ROW
West:	Commercial

B) *Planned Land Use*

Subject Property:	GC-TC (General Commercial - Town Center)
North:	GC-TC (General Commercial - Town Center)
South:	GC-TC (General Commercial - Town Center)
East:	U.S. 95 ROW
West:	GC-TC (General Commercial - Town Center)

C) *Existing Zoning*

Subject Property:	T-C (Town Center)
North:	T-C (Town Center)
South:	T-C (Town Center)
East:	T-C (Town Center)
West:	T-C (Town Center)

D) *General Plan Compliance*

The General Plan designation of the subject parcels on the Centennial Hills Sector Plan map is TC (Town Center), with special land use designations of GC-TC (General Commercial - Town Center) under the Town Center Development Standards Manual. An auto dealership is a permitted use in GC-TC. The project is in compliance with the provisions of the Development Agreement.

ANALYSIS

A) *Zoning Code Compliance*

The following signage modification is proposed for the property along the east side of Centennial Boulevard, south of the U.S. 95 south bound on-ramp:

- (1) 3-sided 100-foot high Pylon Sign; and
- (1) 3-sided reader board (EMU) signage board at the top of the pylon sign.

A discussion of the compliance of the signage with the Town Center Development Standards Manual follows.

A1) Residential Separation Standards

Section D-1(G)(2) of the Town Center Development Standards Manual requires a minimum separation of 330 feet between any proposed pylon sign and any existing single-family residential development; the proposed pylon sign will be a minimum of 1500 feet from existing residential development.

A2) Sign Standards

Pursuant to Section F-2(A)(1b) of the Town Center Development Standards Manual, the following Sign Standards apply to the subject proposal:

Pylon Signs: 24' in Height

Standards	Allowed	Provided	Complies
Maximum Number	1/street frontage	1	Yes
Maximum Area	1 SF/150 SF gross floor area (2,533 SF maximum allowed)	900 SF Each of 3 sides (2,700 SF Cumulative)	No
Maximum Height	24'	100'	No
Minimum Setback	5'	5'	Yes
Illumination	No Reader Boards	Reader Boards	No

When this property was zoned, three 79' high pylon signs were approved along the west side of the U.S. 95 right-of-way. One of these signs is located on the 6401 N. Centennial Boulevard site. The 55' increase in the pylon height was a direct result of the future U.S. 95 improvements. This height allows close to 50% of the signage to be visible from U.S. 95. It is important to note that this dealership is located on a major arterial street which provides ample visibility. The Town Center Development Standards only permits pylon signs to be 24' in height. The 55' increase in height to 79' for the three pylon signs was permitted prior to the creation of CHARC and was due to the planned on-ramp to U.S. 95. Nothing has changed since this was approved; only the U.S. 95 ramp has been installed. A waiver of the Town Center Development Standards is required to allow for the proposed height.

No “reader board” signage is permitted under the Town Center Development Standards. The proposal is to have a three-sided EMU (reader board) sign at the top of either the already approved 79’ high pylon sign or if CHARC approves, at the top of a 100’ high pylon sign. In either case, this would set a precedent for such signage, at the very least, for properties along the U.S. 95 and CC-215 rights-on-way. A waiver of the Town Center Development Standards is required to allow the proposed animation (EMU) signage.

GENERAL ANALYSIS AND DISCUSSION

The applicant does not put forth a valid reason to allow for the additional sign height in the justification letter, only that they are requesting them. The plans for the U.S. 95 southbound on-ramp were in place at the time of the 79’ high pylon sign approval. The only thing that has changed is the fact that the on-ramp has been built. The reader board or EMU proposal would go against the entire intent of the Town Center Development Standards and open up this new advertising venue to other business owners in the area. For these reasons, coupled with the fact that the existing pylon height has been approved at 55’ higher than the Town Center Development Standards allow prevents staff from supporting the request.

<u>NEIGHBORHOOD ASSOCIATIONS NOTIFIED</u>	N/A
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<u>ASSEMBLY DISTRICT</u>	N/A
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<u>SENATE DISTRICT</u>	N/A
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<u>NOTICES MAILED</u>	94 by Planning Department
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<u>APPROVALS</u>	0
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<u>PROTESTS</u>	0
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